

PLATE 1 LINCOLN STAMPS  
25¢ REMAIN

DRAWER 21

STAMPS = LINCOLN

71. 2003.085 05602



# Philately

## 25¢ Lincoln Airmail Stamp

Excerpts from newspapers and other  
sources

From the files of the  
Lincoln Financial Foundation Collection

## New 25-cent Air Mail Stamp To Carry Lincoln Portrait

The 25-cent international air mail stamp, for use on airmail matter to Asia, Australia and most of Africa, will be first placed on sale at San Francisco, Calif., on April 22, 1960, according to Postmaster A. N. Smith.

This new stamp will be similar in format and presentation to the 15-cent international airmail stamp which was first placed on sale Friday in New York City and which featured an upper view of the Statue of Liberty, and the inscription "Liberty For All."

The 25-cent air mail will feature a three-quarter portrait of Abraham Lincoln, with a quotation from his Gettysburg Address: "Of the People, By the People, For the People" around the sides and top.

Printing will be in maroon and black. The black portion will constitute the likeness of Lincoln and the quotation, and the silhouette of a plane in the "U" of "U S" in the upper right. The lettering "U S Air Mail," the denomination "25c" and the lines forming a border around the stamp, and between the elements of the design will be in maroon.

### Issue in San Francisco

San Francisco, Calif., was selected as the place of issue for the 25-cent international air mail since the bulk of international air mail for Asia and Australia clears through that post office.

As in the case of the 15-cent international air mail, the design for the 25-cent denomination was prepared by Herb Lubalin, Vice-President and Executive Art Director of Sudler & Hennessey, Inc., in New York. The lettering was the work of John Pistilli, head of lettering and design at Sudler & Hennessey, and the portrait of Lincoln was done by Joseph Lomberdero, prominent illustrator, associated with Frank Koste Associates of New York. William H. Buckley, an artist member of the Stamp Advisory Committee, supervised the actual designing.

Printing will be on the sheet-fed Giori press, perforated on the L-type perforating machine. The stamps will measure 0.84 by 1.44 inches in dimension, arranged horizontally, and issued in sheets of fifty subjects.

Collectors desiring first day cancellations of the 25-cent international air mail stamp may send addressed envelopes together with



inations, together with a companion 10-cent value for international air mail to South and Central America, will replace the international air mail series of the same denominations issued in 1947. Details relating to the date and place of issue, and the design, of the 10-cent value will be announced later.

The pictorial first-day cancellation to be utilized at Danville, Kentucky, on Dec. 3, 1959, when the 4-cent Dr. Ephraim McDowell "Famous American" is placed on sale there will feature Dr. McDowell's home and the adjoining apothecary shop which is now a museum. Issuance of this stamp was advanced from Dec. 30 to Dec. 3.

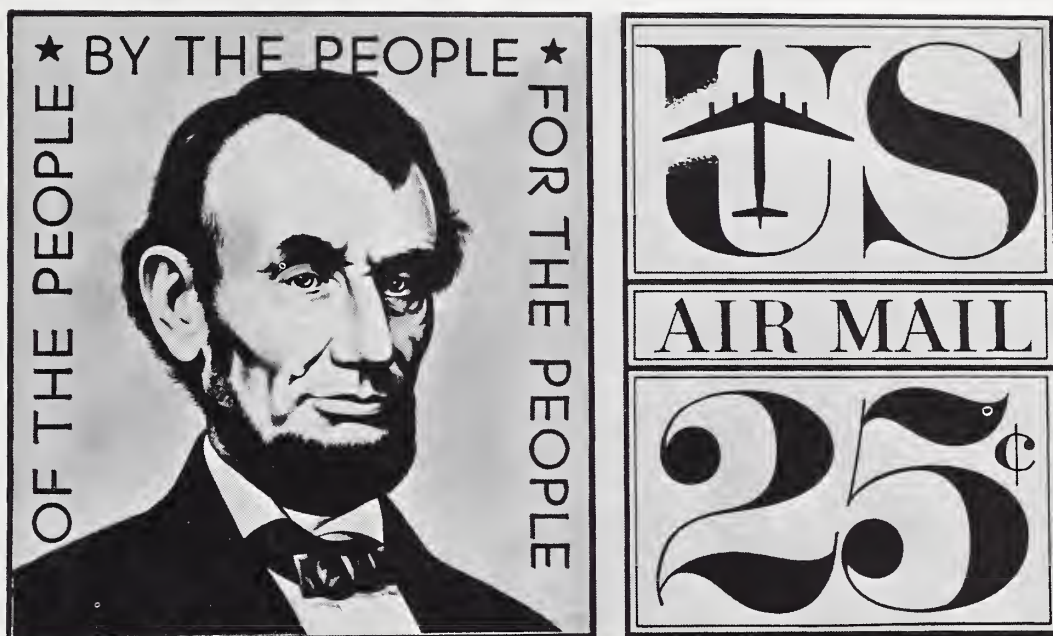
ATTENTION  
Deep dense  
colors of rose

Fort Wayne  
News-Sentinel  
Thursday  
Nov. 26, 1959



# 25-CENT INTERNATIONAL

## AIRMAIL STAMP



AVAILABLE AT YOUR LOCAL POST OFFICE

### April 23, 1960

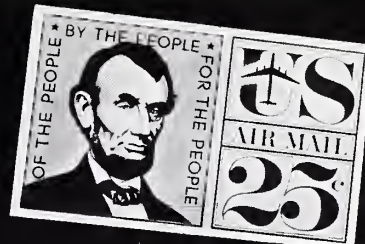
This stamp, for use on airmail matter to Asia, Australia, and most of Africa, will be first placed on sale at San Francisco, California, on April 22, 1960. The likeness of Lincoln, the quotation, and the airplane silhouette will be printed in black, and the remaining lettering, numeral, and lines forming the borders will be printed in maroon, on the Giori press. The stamp will be 0.84 by 1.44 inches in size and arranged horizontally in sheets of fifty.

The stamp was designed by Herb Lubalin, with lettering by John Pistilli and the portrait of Lincoln by Joseph Lomberdero.

Collectors desiring first-day cancellations of the stamp may send addressed envelopes and remittance to cover the cost of the stamps to be affixed, to Postmaster, San Francisco 1, California. A close-fitting enclosure of postal card thickness should be placed in each envelope and the flap either turned in or sealed. Envelopes submitted should be of ordinary letter size and each must be properly addressed. The envelope to the Postmaster should be endorsed "First Day Covers 25-cent Airmail Stamp." Orders for covers must not include requests for uncanceled stamps.







## NEW STAMPS SYMBOLIZE U. S.

The three new international air mail stamps shown here were developed to replace earlier ones issued in 1957. But before the designs of these were firmed up, surveys were run in the three parts of the world where they are commonly used to learn what the peoples there felt would best symbolize to them the United States and its national purpose of liberation and freedom.

Our neighbors in Central and South America were overwhelmingly in favor of the Liberty Bell as the appropriate symbol to dramatize the American concept of freedom, along with the time-honored and meaningful motto, "Let Freedom Ring."

In the European area, where the 15-cent International Air Mail stamp is used, most people thought the symbol which characterized the United States best was the Statue of Liberty, with the slogan, "Liberty For All."

In the very distant parts of the world, in Africa, Asia, and the Middle and Far East, the majority of the people thought Abraham Lincoln the most meaningful symbol of America. His likeness, plus the

immortal statement from his Gettysburg Address, "Of the people, for the people, by the people," appears, therefore, on our 25-cent Air Mail stamp used for postage to these areas.

These three new International Air Mail stamps will be used in increasing quantities in the years ahead, as our citizens communicate with their fellow human beings throughout the world.

In 1930, the first year international air mail volume was recorded by the United States Post Office Department, 4¼ million pieces originated in the United States. By 1940 this total had more than tripled; by 1950 it had grown to approximately 125 million pieces of mail.

It is estimated that in 1960 nearly 200 million pieces of international air mail will be flown abroad in an amazing 50-fold increase in volume in only 30 years time. More than one-half of this will go to the European and Mediterranean zones. Of the remainder, about two out of three pieces will go to Central and South America, with the balance destined for delivery in the Far East and Africa.

The International Society of "St. Gabriel" for Collectors of Christian Motifs on Postage Stamps, has awarded the United States Post Office Department a Diploma of Honor in recognition of the International Geophysical Year stamp shown here.

The award was made for the stamps "which were in very good taste from the artistic point of view, cheap in price, and printed in a large issue," according to the letter Josef Aumann, the Society's President, sent our Ambassador at Vienna for forwarding to Postmaster General Arthur E. Summerfield.

Dr. Aumann's group was particularly impressed with the spiritual quality of the U. S. stamp. While most national postal authorities had chosen to mark the Geophysical Year by stressing technical achievements, the United States had taken the opportunity to emphasize the higher aims of brotherhood and spiritual unity, he stated.

### UNITED STATES HONORED FOR STAMP

*Spiritual Quality  
is Praised*



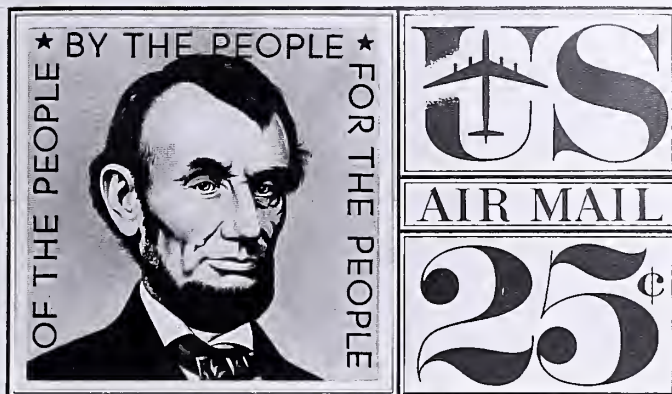
Based on a photograph of the sun, this commemorative stamp depicts the phenomenon of intense solar activity observed periodically. Superimposed above the solar disc is a segment of Michelangelo's famous fresco "The Creation of Adam."

Ervine Metzl, who designed the stamp, explained that we have endeavored to picture a man's wonder at the unknown together with his determination to understand it and his need for spiritual inspiration to further his knowledge."





THIS PHOTOGRAPH MAY BE REPRODUCED FOR PHILATELIC, EDUCATIONAL, HISTORICAL, AND NEWSWORTHY PURPOSES, IN BLACK AND WHITE, IN ANY SIZE.



1st Design  
not used

THIS PHOTOGRAPH MAY BE REPRODUCED FOR PHILATELIC, EDUCATIONAL, HISTORICAL, AND NEWSWORTHY PURPOSES, IN BLACK AND WHITE, IN ANY SIZE.



2nd Design  
the one that was used



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100



